

IMMEDIATE RELEASE

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Governor introduces new sponsor, announces bigger prizes for Governor's Weight Loss Challenge *Bigger prizes include one cash prize of \$10,000*

Topeka- Kansas Governor Sam Brownback announced today the Kansas Beverage Association will be a sponsor for the Governor's Weight Loss Challenge, joining sponsors Coventry Health Care of Kansas and UnitedHealth Group.

"The Kansas Beverage Association and the American Beverage Foundation for a Healthy America are proud to support Governor Brownback's weight loss challenge," said Mike Berry, President, of the Kansas Beverage Association. "The Governor, through his successful weight loss challenge, has demonstrated how personal responsibility, proper diet, and staying active are the best way to address the issue of obesity."

This increase in sponsorships also increases the number of teams that will win prize money at the end of the Challenge in mid-May.

"I am excited about how many people and teams are not only participating, but also losing a great deal of weight," said Governor Brownback. "We are grateful to the Kansas Beverage Association for its generous donation. I hope the increase in prizes will continue to motivate people to get active and eat healthier."

The team losing the most percentage of weight will win \$5,000, or \$1,000 per person. The second place team will win \$2,500, or \$500 per person. The Governor also announced today the individual losing the most percentage of weight will win \$1,000, regardless of his or her team rank.

All state employee teams that have lost a greater total percentage of weight than the Governor's Team at the end of the challenge will be entered into drawing. The prize drawing will award 37 teams money for their participation and success in the Challenge.

- 1 team will win \$10,000
- 4 teams will win \$2,500
- 32 teams will win \$500

The Governor also announced forgiveness for any participant who had missed two weigh-ins so far. However, all participants must not miss more than two more weigh-ins from now until the competition ends, May 15. For more information go to weightloss.ks.gov.

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